

ABSTRACT

The current boycott trend is still being felt by products suspected of being affiliated with Israel, including Pizza Hut. The development of this boycott trend was influenced by the re-explosion of attacks in Gaza, Palestine which was then followed by the issuance of MUI fatwa no. 83 of 2023 concerning the law of support for the Palestinian cause, and also the boycott movement by BDS Indonesia. As a result of the boycott, it has an impact on Pizza Hut's performance such as increasing losses, and decreasing stock prices. This study aims to analyze the factors that influence the intention to boycott Pizza Hut products.

The method used in this study is multiple linear regression analysis with the SPSS version 26 analysis tool. Primary data was obtained through questionnaires distributed online with a sample size of 105 Muslim consumer respondents in Semarang City.

The results of the research analysis revealed that all the variables tested, namely religiosity, subjective norm, animosity, attitude toward boycott, had a positive and significant effect on the intention to boycott Pizza Hut products.

Keywords: Boycott, Pizza Hut, religiosity, subjective norm, animosity, attitude toward boycott, intention to boycott

